



## The future of Enterprise is Digital and Dynamic!

**D.D.E.** is a *Customer Centric* model, composed of **three** concentric layers, built around the **End-client!**

**First layer** is based on *full automation of repetitive activities* with human supervision coming from the second layer. It is the layer in direct contact with the end client! Here we include activities from sales, on-boarding, client relationship management, support, customer service, legal, online and offline tools/facilities.

**Second layer** is the layer of '*business as usual*' decision making, covering operational aspects and integrative activities of the enterprise, like solving exceptional situations or integrating continuous user feedback into the automated repetitive activities.

**Third layer** is the layer of *systemic enterprise activities* and the work is entirely done by people, using the digital tools (instead of becoming their 'slaves'!!!). This layer includes strategic decision making, design of operations, conceptual activities and similar.

## The following PRINCIPLES are applied simultaneously:

- *dynamic multi-functional teams of cross-skilled individuals;*
- *1-1-1 principle* - between end-client and strategic decision maker there is only one other person, at all times;
- *flat hierarchy & interchangeable leadership roles* - Leadership is assumed on a 'need to act' basis;
- *pro-active end client* - up-skill your client;
- *flexible modular structures;*

- *knowhow-based authority* - the employees facing the end-client, from the second layer of the D.D.E., are having full authority and power of decision making;
- *problem-solver hiring* - hiring the candidate who proposes the best solution for the existing problem!

A significant difference between existing organizational models and D.D.E. model is around roles and responsibilities of those involved! D.D.E. is built around the end client in a manner which gives full authority to a **'Digital Master'**: a combination of skills from traditional CEO, CTO, CIO, CSO and other senior roles.

The above is because any automation is solving a precise need of the End-client and the most 'powerful' person in the enterprise has to be in-depth IT savvy. In this way, all decisions are made in full knowledge of the technical and technological constraints. Made in real-time, with minimal financial effort!

**[A Digital Master knows very well Hardware, Software, Networks and Programming!!!]**

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